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URBANA IL 61801

Preview Issue

THE WESTERNER NEWS

FOR ALUMNI, PARENTS AND FRIENDS OF WESTERN ILLINOIS UNIVERSITY Vol. 27, No. 1 Sept. 1974

MALPASS NAMED NEW PRESIDENT

Leslie F. Malpass was appointed the eighth President of Western Illinois University by the Illinois Board of Governors of State Colleges and Universities, the governing board of WIU.

Dr. Malpass began his duties as president September 1, 1974 replacing Dr. John Bernhard, who left to take over the presidency at Western Michigan University in Kalamazoo.

Dr. Malpass, 52, was Vice President for Academic Affairs at Virginia Polytechnic and State University, Blacksburg.

A 1947 graduate of Syracuse University, he also received his master's (1949) and his doctorate in psychology (1952) from that institution.

He came to VPI in 1965, serving as Dean of the College of Arts and Sciences until his appointment as vice president in 1968.

Dr. Malpass had served as an assistant and associate professor of psychology at Southern Illinois University from 1952-60; and as professor and chairman of behavioral sciences at the University of South Florida from 1960-65.

He presently acts as a professional consultant with a number of organizations, including the American Board Examiners of Professional Psychology, Peace Corps, Kennedy Foundation, and the National Science Foundation.

Active in church and community affairs, he and his wife, Winona have four children.

Under Bernhard, WIU had continued to grow in enrollment, despite declining enrollments at other institutions throughout the country.

Dr. Ben L. Morton, former executive offficer and secretary of the Board of Governors, had characterized Bernhard's administration as "one of democratic governance on campus involving students, faculty and staff, with a special commitment to human and personal values."

WIU's first president was John Henninger, 1901 - 1905. Succeeding Henninger were Alfred Baylis (1906-11), John McGilvrey (1911 - 12), Walter Morgan (1912-42), Frank Beu (1942-58), Arthur Knoblauch (1958-68) and Dr. Bernhard.

Four Alumni in Illinois Elections

Four prominent WIU alumni are running for election in Illinois this fall:

Samuel M. McGrew, BS 1968, MS 1971, is up for election as a representative from the 47th District.

Clifford Latherow, BS 1944, is up for re-election as senator from the 47th District.

Harry L. Page, BS 1952, MS 1954, is a candidate for treasurer of the State of Illinois.

Gale Schisler, BS 1959, is up for re-election as a representative from the 48th District.

HOMECOMING PREVIEW '74

"Golden Records in a Diamond Year"

SCHEDULE OF EVENTS

Thursday, October 10

Saturday, October 12

8:00 a.m. — Alumni Tent — Tickets — Free Coffee Rolls all morning

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HOMECOMING PREVIEW '74

"Golden Records in a Diamond Year"

SCHEDULE OF EVENTS

Thursday, October 10

7:30 p.m. — Yell Like Hell (pep rally and announcement of Homecoming Queen), Hanson Field

Friday, October 11

8:00 p.m. — Homecoming Preview (Variety Show) featuring Kracker, Son Seal Blues Band, Keith Berger, and Gove. University Union, $1.50 advance and $2.00 at the door for WIU students; and $2.00 advance and $2.50 at the door for General Public.

Saturday, October 12

8:00 a.m. — Alumni Tent — Tickets — Free Coffee — Rolls all morning

10:00 a.m. — Parade (from the County Court House to in front of the University Union)

11:00 a.m. — 1:00 P.M. — All Alumni Luncheon under the tent near Hanson Field

1:30 p.m. — Football game and ceremonies: The Fighting Leathernecks will battle the Indians of Mankato State

8:30 p.m. — Concert with Gordon Lightfoot. Western Hall. Reserved Seats: $5.50, $5.00, and $4.50. Non-Reserved Balcony: $4.00.

Sunday, October 13

10:00 a.m. — Alumni Council Meeting

HOMECOMING TICKET ORDER FORM

LUNCHEON - GAME - MUMS

.... Luncheon Tickets @ $1.75 ea. (Includes large hot beef sandwich, Baked Beans, Chips, Drink and Dessert)

.... Reserved Football Game Tickets @ $5.00 each (Special Seating Alumni Section) ....

.... Mums @ $1.50 each

GRAND TOTAL ....

Please make check for Luncheon, Game and Mums payable to **Western Illinois University.**

NAME ....
STREET ....
City State Zip
CLASS OF ....

CONCERT

.... Seats for Homecoming Preview Friday, October 11 @ $2.00 ea.

.... Seats for **Gordon Lightfoot Concert,** Saturday night, October 12 @:

$5.50)
5.00) Reserved
4.50)

$4.00 Non-Reserved Balcony

TOTAL $ ....

Please make check for concerts payable to **University Union Board.**

NAME ....
STREET ....
City State Zip

ALL ORDERS SHOULD BE SENT TO OFFICE OF ALUMNI AFFAIRS, WESTERN ILLINOIS UNIVERSITY, MACOMB, ILLINOIS 61455. TICKETS WILL BE HELD AT THE ALUMNI TENT AND CAN BE PICKED UP AFTER 8:00 a.m., OCTOBER 12, 1974.

INTRODUCING: THE SPIRIT OF '75

What is the "Spirit of '75?" Well, for one thing, it appears to be a catchy phrase for symbolizing the "anniversary spirit" that we hope is prevalent in all the alumni and other friends of W. I. U. during this, Western's 75th Diamond Anniversary year. Certainly, we are proud of the fact that Western has been a continuing force in higher education for the past three-quarters of a century and, justifiably, we want to proclaim that pride.

Yet, while the phrase, the "Spirit of '75," might easily adapt itself to the many nostalgic moods and memories associated with Western's past, it is not intended to be simply a proclamation of Westerner pride in historical achievements and accomplishments. Indeed, while we Westerners have a proud heritage to reflect upon, the real achievements of our first 75 years have yet to be measured. This is because the real *value* of three-quarters of a century's achievements can only be measured by how they contribute to the growth and betterment of our future and the future of mankind.

Thus, when we talk about the Westerner "Spirit of 75" this year we hope it will be not so much a nostalgic yearning for the past as it will be a determined reaching for the future. Certainly, it is a spirit not simply of memories and reflections, but a spirit of our and Western's hopes, aspirations, and goals. It is, in the final analysis, our spirit of progress.

It is with this spirit of progress that we hope all fellow Westerners, whether they be faculty, students, administrators, graduates, or other friends, will join together in improving the quality of our university, ourselves and our fellow man. Indeed, it is with this spirit of progress that we ask all Westerners to utilize their proud heritage as the foundation for greater promise and brighter visions. Therefore, as the 75th anniversary year closes, and as the dawn of 1975 approaches our horizon, let us all join together in harmony and unity as we face the challenges of the future.

Major Athletic Events

Varsity Football Schedule

*Sept.	14	University of Northern Iowa (SCOUT & FAMILY)	HOME
Sept.	21	Illinois State University	HOME
*Sept.	28	University of Wisconsin-Milwaukee	Milwaukee, Wisc.
Oct.	5	Eastern Illinois University (BAND DAY)	HOME
Oct.	12	Mankato State College (HOMECOMING)	HOME
Oct.	19	Central Michigan University	Mt. Pleasant, Mich.
Oct.	26	Northern Michigan University	Marquette, Mich.
*Nov.	2	University of Hawaii	Honolulu, Hawaii
Nov.	9	University of Akron (PARENT'S DAY)	HOME
Nov.	16	Indiana State University (DIAMOND JUBILEE GAME)	HOME

All afternoon games are at 1:30 p.m. and night games at 7:30 p.m. * denotes night games.

Basketball Schedule

Dec.	4	Quincy College	HOME
Dec.	11	U. of Akron	HOME
Dec.	13	U. of Northern Iowa	HOME
Dec.	17	Morningside College	HOME
Dec.	20-21	U. of Nebraska-Omaha Tournament Jackson State, U. of Minnesota-Morris, U. of Nebraska-Omaha	Omaha, Nebraska
Jan.	4	Central Michigan University	HOME
Jan.	11	Northern Michigan University	HOME
Jan.	13	U. of Arkansas	Fayetteville, Ark.
Jan.	15	U. of Missouri-St. Louis	HOME
Jan.	18	Eastern Illinois University	Charleston, Ill.
Jan.	24	Eastern Michigan University	Ypsilanti, Mich.
Jan.	25	Virginia Commonwealth U.	Richmond, Virginia
Jan.	29	Southern Illinois-Edwardsville	Edwardsville, Illinois
Feb.	1	U. of Wisconsin-Milwaukee	HOME
Feb.	4	Indiana U.-Purdue U.-Indianapolis	HOME
Feb.	8	Northern Michigan University	Marquette, Michigan
Feb.	12	Illinois State University	Normal, Illinois
Feb.	15	Eastern Illinois University	HOME
Feb.	18	U. of Northern Iowa	Cedar Falls, Iowa
Feb.	20	Southern Illinois-Edwardsville	HOME
Feb.	22	Loras College	HOME
Feb.	24	U. of Nebraska-Omaha	HOME
Mar.	1	U. of Akron	Akron, Ohio
Mar.	3	U. of Wisconsin-Milwaukee	Milwaukee, Wisconsin

Alpha Sigma Reunion October 12

The Alpha Sigma Alpha graduating class of 1969 is having a reunion on October 12, 1974. Please meet at the Alpha Sigma Alpha house following the game. A dinner at the Holiday Inn will be held Saturday evening. For information and reservations please contact Rosemary Lamprecht Coates, 3125 West Capitol, Peoria, Illinois (Phone 309/691-2586) before September 20.

Alumni Services: Perspective

Less than a year ago, the office of Alumni Affairs introduced the motto, "A Lifetime Association of Service," that we stated would serve as the foundation for all of our future efforts. In announcing our intentions to provide all WIU graduates with a lifetime service association, we not only promised to devote our entire energies and talents in the pursuit of benefits and services for WIU's over 26,000 alumni, but we also set a challenge for ourselves to become the most productive and strongest alumni service organization possible. Not quite a year later, we believe we are keeping our promise and meeting our challenge.

Certainly, many of our efforts during the past year have not yet yielded tangible and visible results in regards to services and benefits for alumni. With the exception of our total renovation of the *Westerner* magazine, most of our blood, sweat, and tears this year have gone into only setting up a solid framework upon which to build our future association. We realize all to well that our dream of a full scale service operation can only be built upon the reality of a solid base.

Some of our efforts, however, have already begun to yield some production. Thus, during 1975, a number of programs and projects will be introduced which we believe will benefit and serve large segments of our vast alumni constituency. Indeed, we are happy to announce that within the next few weeks, you will be receiving information about a program of which we are very proud; the initiation of a WIU Alumni Association Group Insurance Trust. This insurance program, developed only after extensive research, will be offered to all graduates of WIU sometime in September, 1974. We sincerely believe it is an outstanding program and one that will clearly exhibit our continuing effort to provide tangible and more beneficial means of assistance to our alumni.

We urge you to look over the program carefully when you receive our initial mailing regarding this insurance trust. We think you will discover not only an excellent low-cost means of providing financial security for your family, but also, a way of supplementing any municipal or corporate program in which you are now enrolled.

Certainly, we have not engaged in this insurance trust with the expectation that all of our alumni will be interested in it. Nor did we go into it with any expectation of becoming a "sales" organization. We did establish this trust, however, because we honestly feel that thousands of our alums will be able to benefit from an outstanding insurance plan that could only be attained through the combined power and strength of a large organization such as the WIU Alumni Association.

'74-'75 CULTURAL SERIES

The Bureau of Cultural Affairs at Western Illinois University offers a variety of guest artists for student, faculty, alumni and the community. The programs are funded primarily by student activity fees and are presented at nominal ticket prices. A committee of eight faculty and eight student members have selected the following programs for The Cultural Series for 1974-75.

In honor of Western Illinois University's 75th Anniversary the Series opener is Agnes De Mille's Heritage Dance Theatre portraying "the American experience." The evening of dance represents periods from colonial days to the rock era, and embracing popular musical trends through the last two centuries.

If you would like to attend any of these events you may contact the Alumni Office.

Programs in the 1974-75 Cultural Series are:

AGNES DE MILLE'S HERITAGE DANCE THEATRE
Tuesday, October 22

PIPPIN
Sunday, November 10

METROPOLITAN OPERA STUDIO ENSEMBLE
Thursday, January 16

SEESAW
Friday, February 7

MINNESOTA ORCHESTRA
Wednesday, March 19

PRESERVATION HALL JAZZ BAND
Monday, April 7

CHET ATKINS WITH WESTERN ILLINOIS UNIVERSITY SYMPHONY
Friday, April 25

Introducing WIU Athletic Hall of Fame

Dear Alumnus:

The Athletic Department at Western Illinois University will induct its first Hall of Fame members into the WIU Hall of Fame on Saturday, November 16, the Diamond Jubilee game. The Balloting Board and Selection committee have been established and we need your help in nominating candidates for this honor. We would appreciate it very much if you would fill out the reply below and send it to the Athletic Department right away. A summary of the criteria for selection into the Hall of Fame is as follows:

1. The individual must be a graduate of Western or have attended for at least three years.
2. Must have conducted himself, or herself, in such a way as to reflect honor on the University and to have those qualities of character and standards of conduct most desirable in one who may be cited as an example for young people.
3. Must have made a good record in some branch of intercollegiate sports or have made a distinct contribution to sports. Graduates who do not qualify for the Hall of Fame on the basis of their athletic prowess are eligible for consideration after being a head coach or athletic director for five years.
4. Upon completion of his education at Western Illinois University, the individual must have made a contribution to society in his chosen field.
5. Candidates become eligible five years after graduation.

Clip out and return to:
Athletic Dept., Western Illinois University, Macomb, Ill. 61455

.... NAME OF NOMINEE .... YEARS AT WIU

.... SPORT (S)

HONORS WON IN SCHOOL:

OUTSTANDING CONTRIBUTION TO SOCIETY AFTER GRADUATION:

Members of 1973-74 W.I.U. Parents' Organization Listed

During the 1973-74 academic year 777 parent households were represented in the membership of the W.I.U. Parents' Organization. Those parents are listed below, following the name of their home towns.

Parents are identified as members of this organization by contributing to the Parents' Fund. Parents' gifts for 1973-74 totalled $8,726. These funds will be allocated during the 1974-75 academic year for undergraduate scholarships, graduate fellowships, library enrichment, distinguished teaching awards, president's discretionary fund for unanticipated needs, athletics (through Leatherneck Club) and for several specific designations requested by the contributing parents.

Parents who have sent gifts since July 1, 1974 will be included in next year's listing.

OUT-OF-STATE

ALABAMA
Mr. & Mrs. Arthur J. Mueller, Huntsville
CALIFORNIA
Mr. & Mrs. Edward Kandal, El Centro
FLORIDA
Mr. & Mrs. Robert Lehman, Bradenton
INDIANA
Mrs. Viola Durden, Gary
IOWA
Mr. & Mrs. Dick W. Buxton, Iowa City
MINNESOTA
Mr. & Mrs. Herbert J. Jones, Maplewood
MISSOURI
Mr. & Mrs. Francis A. Flynn, St. Louis
Mr. & Mrs. John Lawson, Ulman
MONTANA
Mr. & Mrs. Kenneth D. Gardner, Livingston

ILLINOIS

ADDISON
Mr. & Mrs. Rudolf H. Butt
ALEDO
Mr. & Mrs. Virgil L. Anderson
Mr. & Mrs. Sylvester McKinney
Mr. & Mrs. M. Richard Reinhardt
ALPHA
Mr. & Mrs. Sidney C. Cole
ALTON
Mrs. Van C. Dale
Mr. & Mrs. Donald Davis
Mr. & Mrs. Ralph L. Scudere
ANDOVER
Mr. & Mrs. Fred F. Samuelson
ANNAWAN
Mr. & Mrs. Joseph L. DeMay
ARENZVILLE
Mr. & Mrs. Russell Hymes
Mr. & Mrs. Merle E. Lovekamp
ARLINGTON HEIGHTS
Mr. & Mrs. Raymond C. Brown
Mr. & Mrs. James R. Clancy
Mr. & Mrs. C. B. Frazier
Mr. & Mrs. John A. Hedberg
Mr. & Mrs. Paul E. Johnson
Mr. & Mrs. Donald J. Miller
Mrs. Rita J. Owens
Mr. & Mrs. George W. Schott
Mr. & Mrs. John W. Watson
Mr. Dennis G. Wright
AURORA
Mr. & Mrs. Richard E. Bieber
Mr. & Mrs. Robert Christensen
Mr. & Mrs. William R. Conner
Mr. & Mrs. Walter P. Gruszauskas
Mr. & Mrs. John Haas
Mr. & Mrs. John W. Hoban
AVON
Mr. & Mrs. Robert L. Markley
BARRINGTON
Mr. & Mrs. William H. Bielke
BARTONVILLE
Mr. & Mrs. Richard M. Miner
BEARDSTOWN
Mr. & Mrs. Oral H. Hobrock
Mr. & Mrs. Theodore D. Krohe
BELLWOOD
Mr. & Mrs. Leigh Jensen
Mr. & Mrs. Denver H. Worcester
BELVIDERE
Mr. & Mrs. Clarence C. Sellers
Mr. & Mrs. Eldon D. Stenerson
BENSENVILLE
Mr. & Mrs. Paul W. Brandau
Mr. & Mrs. Joseph S. Kula
BERWYN
Mr. & Mrs. Frank A. Bickert
Mr. & Mrs. Emil Donoval
Mr. & Mrs. James Kuta
Mr. & Mrs. Edward C. Linhart
Mr. & Mrs. Frank Smalarz
Mr. & Mrs. Stanley C. Stark
Mr. & Mrs. Joseph E. Vysinka
Mr. & Mrs. William F. Wenslaff
BLOOMINGTON
Mr. & Mrs. William D. Fitzsimmons
BOUR BONNAIS
Mr. & Mrs. Donald J. Rasor
BROADLANDS
Mr. & Mrs. Paul G. Anderson
BROADVIEW
Mr. & Mrs. Raymond V. Burandt
BROOKFIELD
Mr. & Mrs. Richard J. Cervenka
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Mr. & Mrs. Keith Hasler
Mr. Willard J. Kapoun
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BUFFALO GROVE
Barbara Smart
Mr. & Mrs. Walter G. Lehmann
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Mr. & Mrs. Louis S. Viverto
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CHICAGO
Mr. & Mrs. Martin Berl
Mr. & Mrs. Max M. Bernstein
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Mr. & Mrs. Bernard Braverman
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Mr. & Mrs. Robert J. Carroll
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Mr. & Mrs. George J. Clement
Mr. & Mrs. John Conway
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Mr. & Mrs. John P. Fahey
Mr. Philip J. Faloona
Mr. & Mrs. Nicholas Farlekas
Mr. & Mrs. Francis R. Finnegan
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Mr. & Mrs. Robert F. Fitzgibbon
Mr. & Mrs. John J. Fornek
Mr. & Mrs. Conrad J. Fortuna
Mr. & Mrs. Willie E. Fountain, Sr.
Mr. & Mrs. Matthias Gailey
Mr. & Mrs. Stanley Gajda
Mr. & Mrs. Michael Galvan
Mrs. Sally Blomberg Ganek
Mr. & Mrs. James Geary
Mr. & Mrs. Francis M. Griegel
Mr. & Mrs. Carl S. Gross
Mrs. Violet M. Izzi
Mr. & Mrs. Andrew L. Jaskierski
Mr. & Mrs. Peter J. Kancius
Mr. & Mrs. Raymond L. Kappel
Mr. & Mrs. Richard C. Karneboge
Mr. & Mrs. Frank D. Kelley
Mr. & Mrs. Chester Kinczyk
Mr. & Mrs. Robert M. Kirkwood
Mr. Tony A. Kleiva
Mr. & Mrs. Benjamin M. Kobit
Mr. & Mrs. Richard J. Koehler
Mr. & Mrs. Frank Koteles
Mr. & Mrs. Joseph J. Krsak
Mrs. Marcella Kruzlak
Mr. & Mrs. Robert J. Kuhn
Mr. & Mrs. Harold W. Laschober
Mr. & Mrs. John J. Lekavich
Mr. & Mrs. Leon Luke
Mr. & Mrs. Palmer L. Lundeberg
Mr. & Mrs. Eugene F. Majewski
Mr. Ellsworth G. Marbach
Mr. & Mrs. Raymond A. Mayer
Mr. & Mrs. Stewart J. McClenahan
Mr. Arthur T. McGivern
Mr. & Mrs. Armando D. Medina
Mrs. Sophie L. Menk
Mr. & Mrs. Paul A. Meyers
Mr. & Mrs. Anthony R. Miskovic
Mr. Elmer M. Moe
Mr. & Mrs. Yee Moy
Mr. & Mrs. James T. Naughton
Mr. & Mrs. Leo M. Navin
Mr. & Mrs. Elmer Nazar
Mr. & Mrs. Robert E. Nelson
Mr. & Mrs. Raymond R. Ochramowicz
Mr. & Mrs. Edward M. Ovimet
Mr. & Mrs. Wasyl Owczaruk
Mr. & Mrs. Walter E. Ozmina
Mr. & Mrs. Joseph T. Palmer
Mr. Raymond E. Peppler
Mr. & Mrs. Jim R. Perry
Mr. & Mrs. Piotrowski
Mr. & Mrs. Thomas P. Rimac
Mr. & Mrs. Billy J. Ruhlow
Mr. & Mrs. Robert J. Schranz
Mr. R. L. Schuman
Mr. & Mrs. Ralph J. Siniawski
Mr. & Mrs. Florian M. Tamulewicz
Mr. & Mrs. Johann Toecker
Mr. & Mrs. Sigmund J. Twardowski
Mr. & Mrs. Tom I. Watanabe
Mr. & Mrs. Harry M. Waterous
Mrs. Charlotte Wendel
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Mr. & Mrs. Raymond M. Willey
Mr. & Mrs. John D. Wilson
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Mr. & Mrs. Theodore A. Witek
Mr. & Mrs. Edward J. Zamaitis
Mr. & Mrs. Edwin Zinserling
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CHILLICOTHE
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CICERO
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Mr. & Mrs. Harvey J. Glass
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Mr. Leroy O. Messmore
CRETE
Mr. & Mrs. Robert C. Cervak
CRYSTAL LAKE
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Mr. John B. Crilly
DALLAS CITY
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Mr. & Mrs. Ronald E. Lucek
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Mr. & Mrs. Charles H. Rogers
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Mr. Emanuel T. Sierra
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Mr. & Mrs. Emmett W. McCarthy
Mr. & Mrs. William S. Quinlan
Mrs. Mildred K. Walsh
FLOSSMOOR
Mr. & Mrs. Jack S. Dominy
FOREST PARK
Mr. & Mrs. William O. Pfaff
Mr. & Mrs. Douglas W. Rogas
FOX RIVER GROVE
Mr. & Mrs. George L. Bures
Mr. & Mrs. Albert A. Fleider
Mr. & Mrs. Oldrich Johannes
FRANKLIN PARK
Mr. & Mrs. Alfred Eisenheim
FREEPORT
Mr. & Mrs. Roy A. Colwell
Mr. & Mrs. James M. Hartsough
Mrs. Emma O'Neill
FULTON
Mrs. Janet Petersen
GALENA
Mr. & Mrs. Delbert Bussan
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Mr. & Mrs. Kenneth Fish
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TRIVOLI
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URBANA
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Mr. & Mrs. Gene M. Sondag
VILLA PARK
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WARSAW
Mr. & Mrs. Alfred E. Rose
WAUKEGAN
Mr. & Mrs. Paul C. Altman
Mr. & Mrs. Antonio Tellez
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Mr. & Mrs. Robert J. Hose
Dr. & Mrs. Robert C. Musil
WESTMONT
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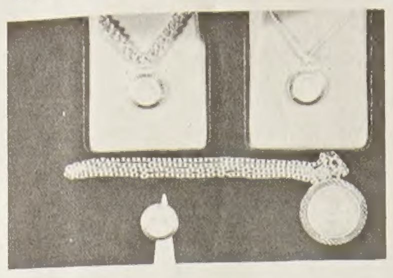
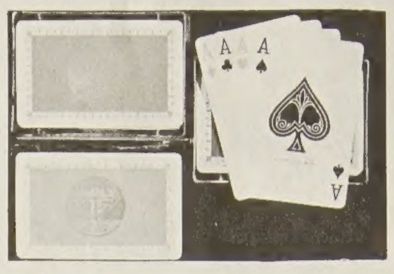
COLLECT A 75th ANNIVERSARY SOUVENIR

Several specially designed items have been selected for Western students, parents, alumni and friends as momentoes of the 75th Anniversary Year. Because of the limited editions, they will become collector's items in a few years. You can buy one now for yourself or a friend in the University Union Bookstore.



COMMEMORATIVE JEWELRY

Mini gold charm with the 75th seal in two-colors $2.00
Finger ring with two-color seal on diamond cut $3.00
Mini charm on small gold lace necklace $4.00
Diamond cut gold pendant and chain $5.00
Gold link charm bracelet with 75th charm $5.00



PLAYING CARDS

Plastic coated playing cards with a gold imprint of the 75th emblem on red, green, brown or turquoise.
$1.75 single deck
$3.25 double deck

75TH T-SHIRTS

Custom designed shirts are available in men's, women's and children's sizes with the 75th emblem in purple and gold.
$2.45 children
$2.95 adults

LETTER OPENER

A bronze metal letter opener in leather case with 75th seal embossed in the handle.
$3.00

KEY RINGS

A choice of twin seal key rings with the 75th seal on one side and the University seal on the other in bronze metal . . . or a diamond cut gold frame with purple and gold seals.
$2.00 each

PAPER WEIGHT

A replica of the 75th emblem in metallic gold on 2" marble. Perfect for your desk.
$3.00

ANNIVERSARY MUGS

A set of four glass mugs with the 75th seal in purple and gold is great for parties, "Lakers," and is also a good shelf item.
$2.00 one mug
$7.75 set of four mugs

If you aren't on campus, make out your check to the University Union Bookstore.

Tax Tips

(EDITOR'S NOTE: This column is being introduced with this issue of the "Westerner" as a service to alumni, parents and other friends of W.I.U. It is authored by Edwin C. Sims, Ph.D., Associate Professor of Finance at Western. Dr. Sims has spent many years in professional fund raising prior to joining the W.I.U. College of Business faculty.)

Many people give to the causes they believe in with little or no concern for the tax consequences of their gift. In fact, some people believe that it is demeaning to calculate the tax benefits associated with a gift.

This approach to charitable giving is commendable but the reasoning is faulty. Tax deductions for charitable giving are built into the tax law to encourage public support of worthy causes. The government wants a donor to give and to deduct his gift to the fullest extent allowed by law. In this way many of the needs of this society are filled.

The most frequent kind of gift to most charitable organizations is the cash gift. Taxpayers are permitted to deduct, for Federal Income Tax purposes, the full amount of any cash gift to a qualified religious, educational or other charitable institution, up to a limit of 50 percent of their adjusted gross income. If the gift exceeds the maximum allowed, it may be carried forward for up to five years. In addition, some states have tax laws which permit deductions for qualified charitable gifts.

Example:

Mr. Jones is married, filing a joint return, His taxable income is $50,000 annually on which he would incur a tax liability of $17,060. Mr. Jones is in a position, however, to make an outright cash gift of $125,000 to the Western Illinois University Foundation. Here is how the carryover provision would help Mr. Jones. In the year in which he made the contribution, Mr. Jones could deduct $25,000 as a gift to the Western Illinois University Foundation (an amount equal to 50% of his adjusted gross income). This deduction would reduce his taxable income to $25,000 and his tax liability to $6,020 — a tax saving in the first year alone of $11,040.

Mr. Jones will also have a $100,000 deduction to carry over for up to five years. If his income and deductions remain the same, the process will continue — that is, he may deduct $25,000 for each of the next four years and reduce his tax liability by $11,040 each year. His total tax savings will amount to $55,200. The net after tax cost of Mr. Jones' gift would be $69,800 ($125,000 gift — $55,200 tax saving). In addition, the $125,000 would no longer be a part of Mr. Jones' estate, thus reducing estate taxes.

Gifts of securities, real estate or tangible personal property qualify as deductions in a very special way. These kinds of gifts will be discussed in the next "Tax Tips" column.

(This column is not intended to replace professional advice and counsel.)

MAP OUT '74-'75 PROGRAM

Three members of Western Illinois University's Foundation — (from left) John Sayre, WIU director of development; Dr. Lowell B. Fisher, Fairview (Ill.), Foundation president for 1974-75; and Dixson McRaven, Macomb, president-elect, met recently to discuss plans for the coming year. Other officers are Hazel VanArsdale of (2541 30th Avenue Court) Moline, vice president; Dr. Carlson Crane, WIU vice president for University Relations; secretary; and Jim Grigsby, WIU vice president for Business Affairs, treasurer. Mrs. VanArsdale is a 1925 graduate of Western, while Dr. Fisher graduated in 1932. The Foundation's main goal is to generate additional financial support for WIU through gift and donations from alumni and other friends of the University.

The next board of directors meeting will be Sunday, October 16 in conjunction with the Alumni Council to hear new W.I.U. President Malpass.

PARENTS' COUNCIL OFFICERS AND PARENTS' DAY DATE ANNOUNCED

The 1974-75 Officers for the Executive Council of the W.I.U. Parents' Organization are:

CHAIRMAN:
Mr. and Mrs. Richard D. Miner
Bartonville, Illinois
VICE CHAIRMAN:
Mr. and Mrs. G. Keith Cashman
Quincy, Illinois
SECRETARY-TREASURER
Mr. and Mrs. William Baird
Sterling, Illinois

The parents who served on the Council as area representatives for this past year were:

Mr. and Mrs. Royce F. Boaz
Decatur, Illinois

Mr. and Mrs. Charles F. Farrell
Marseilles, Illinois

Mrs. Louise E. Jackson
Davenport, Iowa

Mr. Paul Kasicki
St. Charles, Illinois

Mr. and Mrs. Lawrence R. Kevin
Oak Lawn, Illinois

Mr. and Mrs. Willis E. Roach
East Alton, Illinois

Mr. and Mrs. Thomas G. Rogers
Galesburg, Illinois

Mr. and Mrs. Floyd D. Stewart
Peoria, Illinois

Dr. Clyde K. Watson
Park Ridge, Illinois

Mr. and Mrs. John D. Watson
Macomb, Illinois

Those parents who will have sons or daughters attending W.I.U. this year will continue to serve on the Council. Additional representatives will be needed for the Council this year. Parents who would be interested in serving as area representatives on the Council should contact John M. Sayre, Director of Development at W.I.U.

The Fall Parents' Day will be Saturday, November 9. The football opponent that day will be the University of Akron and the concert that evening will feature contemporary-singer Mac Davis. There will be many other activities during the day especially designed for parents. A full schedule of events will be sent to all parents in late September or early October.

THE WESTERNER News
Vol. 27, No. 1 **September 1974**
DIRECTORS OF ALUMNI AFFAIRS: Harry Gianneschi
DIRECTOR OF UNIVERSITY PUBLICATIONS: Beth Rochefort
The official publication for alumni and friends of Western Illinois University is published six times a year — September, November, January, March, May, July — by the WIU Alumni Association in cooperation with the Western Illinois University Foundation. Second Class postage paid at Macomb, Illinois 61455.

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INTRODUCING: THE SPIRIT OF '75

What is the "Spirit of '75?" Well, for one thing, it appears to be a catchy phrase for symbolizing the "anniversary spirit" that we hope is prevalent in all the alumni and other friends of W. I. U. during this, Western's 75th Diamond Anniversary year. Certainly, we are proud of the fact that Western has been a continuing force in higher education for the past three-quarters of a century and, justifiably, we want to proclaim that pride.

Yet, while the phrase, the "Spirit of '75," might easily adapt itself to the many nostalgic moods and memories associated with Western's past, it is not intended to be simply a proclamation of Westerner pride in historical achievements and accomplishments. Indeed, while we Westerners have a proud heritage to reflect upon, the real achievements of our first 75 years have yet to be measured. This is because the real *value* of three-quarters of a century's achievements can only be measured by how they contribute to the growth and betterment of our future and the future of mankind.

Thus, when we talk about the Westerner "Spirit of 75" this year we hope it will be not so much a nostalgic yearning for the past as it will be a determined reaching for the future. Certainly, it is a spirit not simply of memories and reflections, but a spirit of our and Western's hopes, aspirations, and goals. It is, in the final analysis, our spirit of progress.

It is with this spirit of progress that we hope all fellow Westerners, whether they be faculty, students, administrators, graduates, or other friends, will join together in improving the quality of our university, ourselves and our fellow man. Indeed, it is with this spirit of progress that we ask all Westerners to utilize their proud heritage as the foundation for greater promise and brighter visions. Therefore, as the 75th anniversary year closes, and as the dawn of 1975 approaches our horizon, let us all join together in harmony and unity as we face the challenges of the future.

Major Athletic Events

Varsity Football Schedule

*Sept.	14	University of Northern Iowa (SCOUT & FAMILY)	HOME
Sept.	21	Illinois State University	HOME
*Sept.	28	University of Wisconsin-Milwaukee	Milwaukee, Wisc.
Oct.	5	Eastern Illinois University (BAND DAY)	HOME
Oct.	12	Mankato State College (HOMECOMING)	HOME
Oct.	19	Central Michigan University	Mt. Pleasant, Mich.
Oct.	26	Northern Michigan University	Marquette, Mich.
*Nov.	2	University of Hawaii	Honolulu, Hawaii
Nov.	9	University of Akron (PARENT'S DAY)	HOME
Nov.	16	Indiana State University (DIAMOND JUBILEE GAME)	HOME

All afternoon games are at 1:30 p.m. and night games at 7:30 p.m. * denotes night games.

Basketball Schedule

Dec.	4	Quincy College	HOME
Dec.	11	U. of Akron	HOME
Dec.	13	U. of Northern Iowa	HOME
Dec.	17	Morningside College	HOME
Dec.	20-21	U. of Nebraska-Omaha Tournament Jackson State, U. of Minnesota-Morris, U. of Nebraska-Omaha	Omaha, Nebraska
Jan.	4	Central Michigan University	HOME
Jan.	11	Northern Michigan University	HOME
Jan.	13	U. of Arkansas	Fayetteville, Ark.

Alpha Sigma Reunion October 12

The Alpha Sigma Alpha graduating class of 1969 is having a reunion on October 12, 1974. Please meet at the Alpha Sigma Alpha house following the game. A dinner at the Holiday Inn will be held Saturday evening. For information and reservations please contact Rosemary Lamprecht Coates, 3125 West Capitol, Peoria, Illinois (Phone 309/691-2586) before September 20.

Alumni Services: Perspective

Less than a year ago, the office of Alumni Affairs introduced the motto, "A Lifetime Association of Service," that we stated would serve as the foundation for all of our future efforts. In announcing our intentions to provide all WIU graduates with a lifetime service association, we not only promised to devote our entire energies and talents in the pursuit of benefits and services for WIU's over 26,000 alumni, but we also set a challenge for ourselves to become the most productive and strongest alumni service organization possible. Not quite a year later, we believe we are keeping our promise and meeting our challenge.

Certainly, many of our efforts during the past year have not yet yielded tangible and visible results in regards to services and benefits for alumni. With the exception of our total renovation of the *Westerner* magazine, most of our blood, sweat, and tears this year have gone into only setting up a solid framework upon which to build our future association. We realize all to well that our dream of a full scale service operation can only be built upon the reality of a solid base.

Some of our efforts, however, have already begun to yield some production. Thus, during 1975, a number of programs and projects will be introduced which we believe will benefit and serve large segments of our vast alumni constituency. Indeed, we are happy to announce that within the next few weeks, you will be receiving information about a program of which we are very proud; the initiation of a WIU Alumni Association Group Insurance Trust. This insurance program, developed only after extensive research